

CLAIMS

The invention in which an exclusive right is claimed is defined by the following:

1. A subscription managing and transferring system accessible by publishers and end users, comprising:

An Internet accessible intermediate host server, comprising:

At least one storage facility module adapted to contain information about specific publications that each end user has individually registered for;

A publication module coupled with the storage facility module;

A tracking/reports module communicatively coupled to at least one storage facility module.

A user application used by subscribers to connect to the intermediate host server in order to determine if new publications have been submitted by publishers who the subscriber has registered for, register for new publications, unsubscribe from publishers and manage activities related to the specified users account.

At least one website management module on the intermediate host server communicatively coupled to at least one of the storage facility module or the application, wherein the website management module comprises:

A template based publication creation interface;

A template based publication management interface;

A tracking/reports-checking interface;

At least one storage facility connection module;

At least one user application connection module;

An Internet connection between the host server and the Internet.

A storage facility module communicatively coupled to at least the one of the website module, the tracking module, the campaign module, or the user application, wherein the storage facility module comprises:

A plurality of devices and applications for storing publisher information, the location of publications submitted by a publisher, application user information, and application user tracking statistics.

2. The system of claim 1, wherein the internet accessible host server is configured to carry at least one sequence of instructions for accessing subscription information stored in a storage facility, wherein execution of the at least one sequence of instructions comprises:

Supplying, to an application user, new publication information data elements that are attributes of at least one query by retrieving the information data elements directly from at least one storage facility that contains the information data elements;

Retrieving the one or more information data elements directly from at least one Storage facility;

Displaying data information elements directly in the users application.

3. The system of claim 2, wherein the supplying to the user of the publication information data elements is performed by:

The application retrieving from the intermediate server over the network (Otherwise known as pull technology), data for only those attributes of the at least one query that is requested by the user;

Retrieving the information data elements directly from the at least one storage facility;

Providing the information data elements to a user over a user interface, wherein the user is connected to the server computer over the network.

4. The system of claim 3, wherein a single randomly generated ID is used to identify the application end user and in the determining of current publications submitted by publishers listed in the users subscription account.

5. The system of claim 3, wherein a single randomly generated ID is used by at least one website module for tracking of publication viewing.

6. The system of claim 1, further comprising an active publication module communicatively coupled to at least one of the storage facility module, the tracking/reports module, the website management module or the application, wherein the active publication module comprises all stored publications and is adapted to extract

information from at least one of the storage facility module and the tracking/reports module and manipulate the extracted information to provide links to the end users representing unviewed and previously viewed publications.

7. The system of claim 6, wherein the stored publications comprise at least one of a hyperlink to allow connecting the subscriber to a publication submitted by a publisher in which the subscriber has registered.

8. The system of claim 6, wherein the hyperlink used to allow connection by the user to the publication is presented on a display screen adapted for displaying subscriber publications and when the hyperlink is activated, the display screen switches the display from displaying one of the present screen to displaying the publication that was submitted to the storage facility by the publisher.

9. The system of claim 7, wherein the stored publications are linked with trackable redirects processed by at least one website module to determine if the user has viewed the publication in the past or not.

10. The system of claim 7, wherein upon determining if the user has viewed the publication in the past the website module updates at least one storage facility to reflect a new view or a repeat view of the publication by the specific user.

11. The system of claim 7, wherein after website module updates the storage facility to reflect viewing statistics, the at least one website module then accesses at least one storage facility to determine the location of the publication and then direct the user to that location.

12. The system of claim 1, wherein the user application has the ability to maintain its own storage facility localized on the users hardware device.

13. The system of claim 12, wherein the user application connects to the website module and actively downloads the publication information from the intermediate server to be stored locally for display through the user application from the users hardware device.

14. The system of claim 12, wherein the user application possesses the ability to connect to the intermediate server, access the publication locations, and download the publications directly to a location on the users hardware device for viewing at a later time.

15. The system of claim 12, wherein the user application connects directly to the intermediate server to determine the expiration date of all relevant publications at which time it deletes expired publications from the location on the users hardware device.